

Merchant Use Approval Sheet

This is the guiding document that the Capital One Shopping Growth team will use to request, manage, and store merchant approvals for marketing mentions (NOT including search marketing).

Types of Approvals

1. Brand Mention (Least Aggressive)

Examples:

- Affiliate article mentions "Capital One Shopping works on thousands of sites like Target, Nordstrom, and SSense"
- Headlines like "Get the best prices available on Best Buy with this free tool"
- Showing a specific merchant logo on a Landing Page, or piece of creative. Save at more than 100,000 retailers and we show 8-10 different logos

2. Substantiated Savings

Examples:

- Channels: Display, Cross Marketing (to existing Cap1 customers), Facebook, Native, Affiliate, Influencer
- Personalized offers popup screen recording (or screenshot) with brand logos and "Get up to X% back on purchases"
- www.youtube.com/watch?v=VZk1YbKLV9Q
- www.capitaloneshopping.com/lp/shopping-savingscoupons

Merchant Name

macys.com
samsclub.com
newegg.com
nordstromrack.com
groupon.com
ashleyfurniture.com
bloomingdales.com
skechers.com
dyson.com
adidas.com
lego.com
loft.com
anntaylor.com
lovesac.com
lanebryant.com
omahasteaks.com
llbean.com
cricut.com
asics.com

Brand Name Mention

Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved

Substantiated Savings

Approved
Approved
Approved
Not Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved

Merchant Name

clinique.com
esteelauder.com
kiehls.com
tatcha.com
gamestop.com
keurig.com
nordstrom.com
bhphotovideo.com
seatgeek.com
fragrancenet.com
bbqguys.com
columbia.com
ubereats.com
joann.com
canon.com
grubhub.com
giftcards.com
microsoft.com
lg.com
doordash.com
xbox.com
autozone.com
expedia.com
priceline.com
marriott.com
vrbo.com
ihg.com
hotels.com
booking.com
hilton.com
choicehotels.com
walgreens.com
hotwire.com
cheapoair.com
jetbluevacations.com
sonos.com
cheaptickets.com
orbitz.com
travelocity.com
southwest.com
veronicabeard.com
stockx.com
nike.com
hm.com
chicos.com
whitehouseblackmarket.com

Brand Name Mention

Approved
Approved
Approved
Approved
Approved
Approved
Not Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Not Approved
Not Approved
Not Approved
Not Approved
Not Approved
Not Approved
Not Approved
Approved
Not Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Not Approved
Approved
Approved
Approved
Approved
Approved
Approved

Substantiated Savings

Approved
Approved
Approved
Approved
Approved
Approved
Not Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Not Approved
Not Approved
Not Approved
Not Approved
Not Approved
Not Approved
Not Approved
Approved
Not Approved
Not Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Not Approved
Approved
Approved
Approved
Approved

Merchant Name

chewy.com
apple.com
zappos.com
jcpenny.com
sportsmans.com
bluenile.com
walmart.com
kohls.com
neimanmarcus.com
saksfifthavenue.com
cabelas.com
basspro.com
bergdorfgoodman.com
lululemon.com
budget.com
avis.com
farfetch.com
justfly.com
thriftbooks.com
tommybahama.com
saatva.com
containerstore.com
orvis.com
thenorthface.com
hoka.com
oldnavy.com
sephora.com
athleta.com
gap.com
bananarepublic.gap.com
asos.com
talbots.com
bananarepublicfactory.gapfactory.
com
toryburch.com
finishline.com
ae.com
kay.com
coachoutlet.com
zales.com
gapfactory.com
raymourflanigan.com
rei.com
shein.com
patagonia.com
bathandbodyworks.com

Brand Name Mention

Not Approved
Approved
Approved
Approved
Approved
Not Approved
Approved
Not Approved
Approved
Not Approved
Not Approved
Approved
Not Approved
Not Approved
Not Approved
Approved
Not Approved
Approved
Approved
Approved
Approved
Approved
Not Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Not Approved
Not Approved
Not Approved
Approved
Approved

Substantiated Savings

Not Approved
Approved
Approved
Approved
Approved
Not Approved
Approved
Not Approved
Not Approved
Approved
Not Approved
Not Approved
Not Approved
Approved
Not Approved
Approved
Approved
Approved
Approved
Approved
Approved
Not Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Not Approved
Not Approved
Not Approved
Approved
Approved

Merchant Name**Brand Name Mention****Substantiated Savings**

bestbuy.com	Not Approved	Not Approved
birkenstock.com	Approved	Approved
ikea.com	Approved	Approved
target.com	Approved	Approved
yeti.com	Not Approved	Not Approved
wayfair.com	Not Approved	Not Approved
allmodern.com	Not Approved	Not Approved
birchlane.com	Not Approved	Not Approved
jossandmain.com	Not Approved	Not Approved
perigold.com	Approved	Not Approved
lulus.com	Approved	Conditionally Approved
anthropologie.com	Approved	Approved
jcrew.com	Approved	Not Approved
madewell.com	Approved	Approved
ajmadison.com	Approved	Approved
bjs.com	Approved	Approved
academy.com	Approved	Approved
ruggable.com	Approved	Approved
express.com	Approved	Approved
factory.jcrew.com	Approved	Approved
shutterfly.com	Approved	Approved
shopdisney.com	Approved	Conditionally Approved
everlane.com	Approved	Approved
irobot.com	Approved	Approved
vitaminshoppe.com	Approved	Approved
brooksbrothers.com	Approved	Approved
gopro.com	Approved	Conditionally Approved
urbanoutfitters.com	Approved	Conditionally Approved
freepeople.com	Approved	Approved
pacsun.com	Approved	Approved
aloyoga.com	Not Approved	Not Approved
ebay.com	Not Approved	Not Approved
lenovo.com	Approved	Approved
ulta.com	Not Approved	Not Approved
saksoff5th.com	Conditionally Approved	Conditionally Approved
michaels.com	Approved	Approved
advanceautoparts.com	Not Approved	Not Approved
1800flowers.com	Approved	Approved
amazon.com	Approved	Approved
americanairlines.com	Approved	Approved
nikon.com	Approved	Approved
nintendo.com	Approved	Approved
playstation.com	Approved	Approved
potterybarn.com	Approved	Approved
unitedairlines.com	Approved	Approved
westelm.com	Approved	Approved

Merchant Name

casper.com
cottonon.com
adorama.com
carters.com
backcountry.com
buybuybaby.com
vegas.com
mattressfirm.com
bose.com
supergoop.com
girlfriend.com

Brand Name Mention

Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved

Substantiated Savings

Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Approved
Not Approved